RJ Reynolds
Tobacco Company

Permanent

Signage/Displays

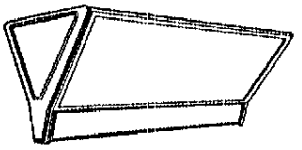
For Pack Outlets

51847 6127

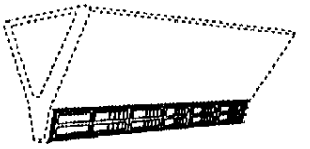
Source: https://www.industrydocuments.ucsf.edu/docs/qqhy0000

PERMANENT SIGNAGE

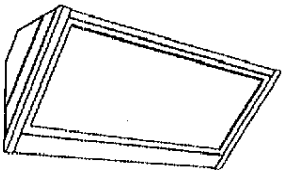
Y-SIGNS



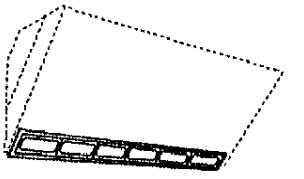
ENHANCED SIGN
(Without Pricer Kit)
(190984)



PRICER KIT
(For Enhanced Sign)
(393868)

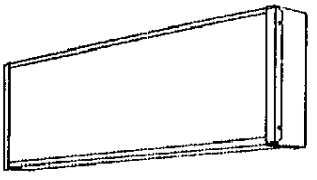


HALF Y SIGN
(Without Pricer Kit)
(393879)

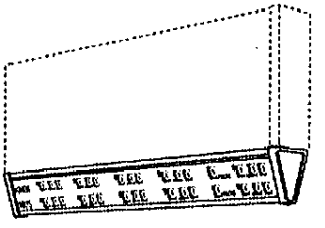


PRICER KIT
(For Half Y SIGN)
(394055)

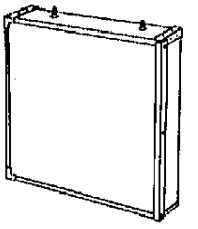
DOUBLE FACED LIGHTED SIGNS



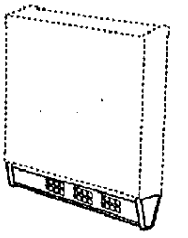
15" X 49" SIGN
(135962)



PRICER KIT
(For 15" X 49" Sign)
(189499)

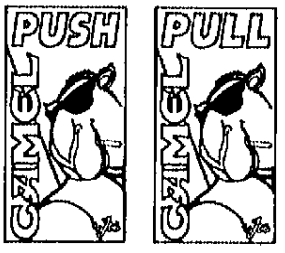


37" X 32" SIGN
(375097)

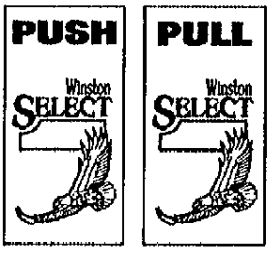


PRICER ATTACHMENT
(For 37" X 32 Sign)
(232619)

DECALS

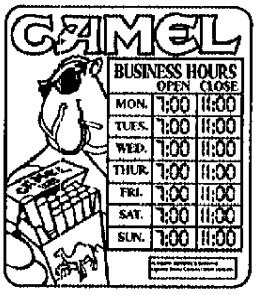


CAMEL
Push/Pull
(456315)



WINSTON
Push/Pull
(456333)

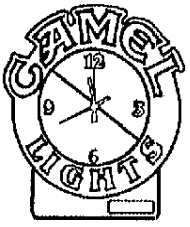
SIGNS



CAMEL
Business Hours
Frame Sign
(456312)

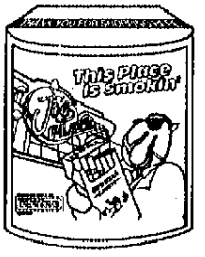
WINSTON
Business Hours
Frame Sign
(456330)

CLOCKS



CAMEL BATTERY CLOCK
(456222)

SUPPLEMENTAL RETAIL ADVERTISING



CAMEL WATERFALL
Counter Display
(462675)
NOTE: Lighted front panel can be mounted to wall

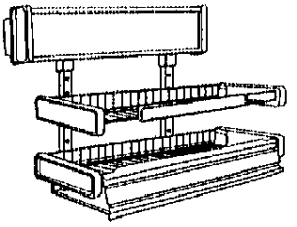
CONTRA VISION
Window Poster
(462672)

51847 6128

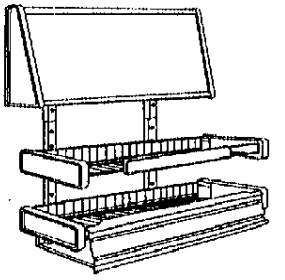
Source: https://www.industrydocuments.ucsf.edu/docs/qqhy0000

COUNTER

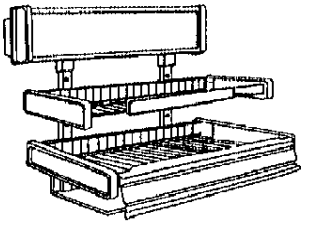
SYSTEM III LIGHTED COUNTER DISPLAYS



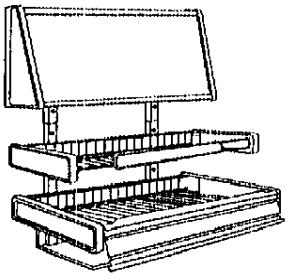
COUNTER DISPLAY 1
(Diagram No. 301)



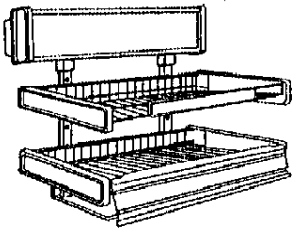
COUNTER DISPLAY 2
(Diagram No. 304)



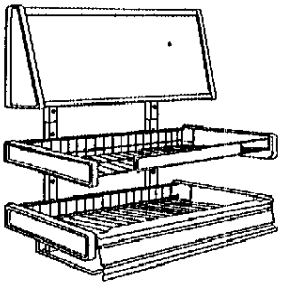
COUNTER DISPLAY 3
(Diagram No. 332)



COUNTER DISPLAY 4
(Diagram No. 309)

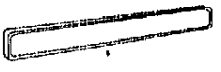


COUNTER DISPLAY 5
(Diagram No. 314)

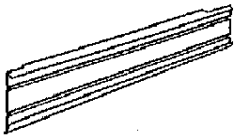


COUNTER DISPLAY 6
(Diagram No. 316)

OPTIONS



SMALL CHANNEL
STRIP HOLDER
(395265)
NOTE: Included with all
40-Pack Trays



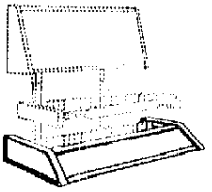
LARGE CHANNEL
STRIP HOLDER
(395276)

LEGS WITH
CONNECTORS
(123162)
NOTE: Legs with connectors can be used to raise profile and add one additional tray.

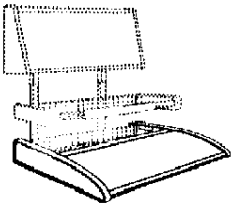
40-PACK TRAY
(119994)

80-PACK TRAY
(179335)

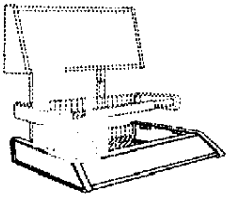
ENHANCED FULL PRICE DISPLAY OPTIONS



40-PACK TRAY KIT
(463425)
NOTE: POS included with display



CURVED LENS
40-PACK TRAY KIT
(463413)
NOTE: POS included with display



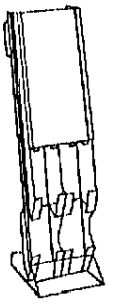
80-PACK TRAY KIT
(463422)
NOTE: POS included with display

51847 6129

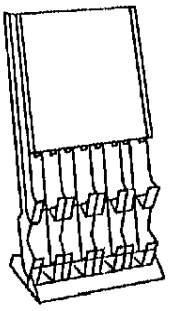
Source: https://www.industrydocuments.ucsf.edu/docs/qqhy0000

DISPLAYS

GRAVITY-FEED

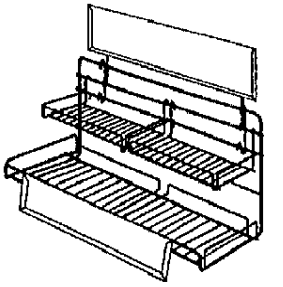


TWO-ROW GRAVITY-FEED
PACKAGE DISPLAY
(409774)
NOTE: POS included with display



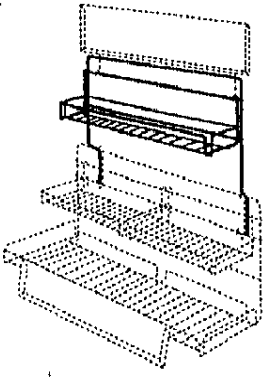
FOUR-ROW GRAVITY-FEED
PACKAGE DISPLAY
(409763)
NOTE: POS included with display

PCD

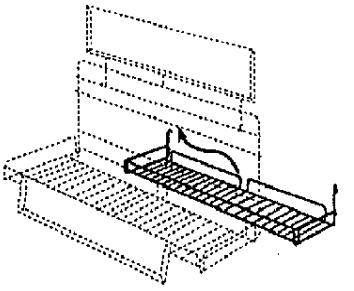


120-PACK WIRE PERMANENT
COUNTER DISPLAY
(137901)

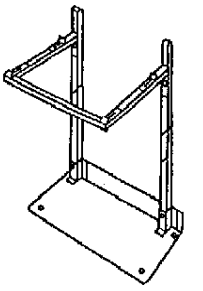
PCD OPTIONS



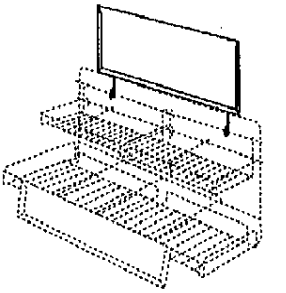
40-PACK ADD ON TRAY
(165977)



140-PACK CONVERSION KIT
(239848)

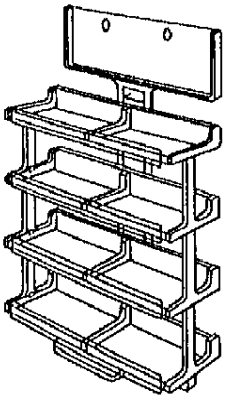


ADJUSTABLE
COUNTER STAND
(165985)

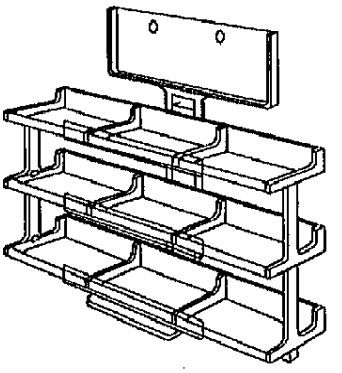


SPECIAL TOP SIGN
(141804)

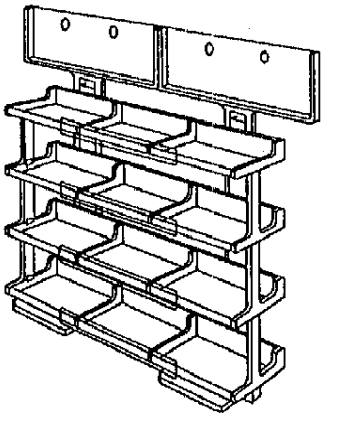
PPD



8-TRAY KIT
(466541)
NOTE: POS (DORAL/MONARCH)
included with display



9-TRAY KIT
(466532)
NOTE: POS (DORAL/MONARCH) included with display



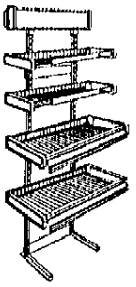
12-TRAY KIT
(466550)
NOTE: POS (DORAL/MONARCH) included with display

51847 6130

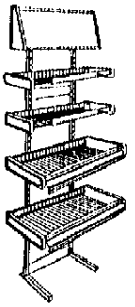
Source: https://www.industrydocuments.ucsf.edu/docs/qqhy0000

FLOOR DISPLAYS

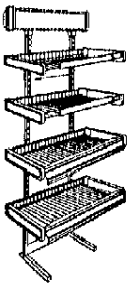
SYSTEM III LIGHTED



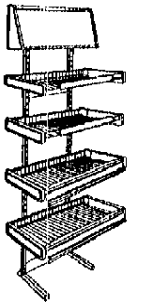
FLOOR DISPLAY 1
Diagram No. 319



FLOOR DISPLAY 2
Diagram No. 321

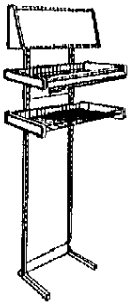


FLOOR DISPLAY 3
Diagram No. 342



FLOOR DISPLAY 4
Diagram No. 326

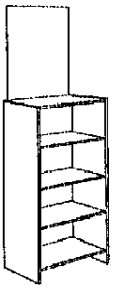
SUPLEMENTAL RETAIL ADVERTISING



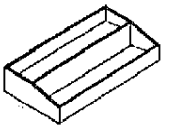
FLOOR DISPLAY 5
Diagram No. 329
NOTE: Basic configuration
to be used with Joe's Place
#459460

CAMEL JOE'S PLACE
FLOOR DISPLAY KIT
(459460)
To Be Used With
Floor Display 5

WOOD

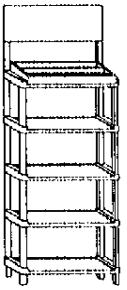


5-CARTON WIDE
(339121)



TOPPER FOR WFD
(347184)
(Optional)

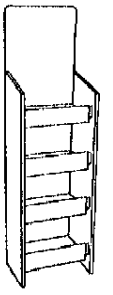
MODULAR



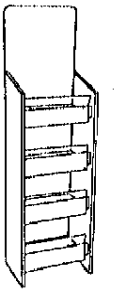
5-CARTON WIDE
(402558)
With Pack Insert

PACK INSERT KIT
(402602)

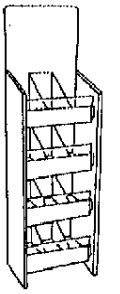
DIMENSION 4



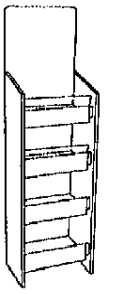
Configuration 1



Configuration 2



Configuration 3



Configuration 4

CORREGATED 4-WAY PROMOTIONAL DISPLAY
(458131)

51847 6131

Source: https://www.industrydocuments.ucsf.edu/docs/qqhy0000

1994 Permanent Signage and Displays for Pack Outlets

Description	Item No.	Diagram No.*	Capacity	SKU Packing	Unit Cost***	SKU Cost***
Permanent Signage						
Enhanced Y-Sign	190984			1		$125.09
Pricer Kit for Y-Sign	393868			1		$ 46.35
Half Y-Sign	393879			1		$ 95.58
Pricer Kit for Half Y-Sign	394055			1		$ 21.58
15" X 49" Double Face Lighted Sign	135962			1		$116.00
Pricer Kit for 15" X 49" Sign	189499			1		$ 74.00
37" X 32" Double Face Lighted Sign	375097			1		$160.46
Pricer Attachment for 37" X 32" Sign	232619			1		$ 85.09
Push-Pull Decal (CAMEL)	456315			50	$ 0.50	$ 25.20
Push-Pull Decal (WINSTON)	456333			50	$ 0.57	$ 28.50
Business Hour Frame Sign (CAMEL)	456312			25	$ 2.48	$ 62.02
Business Hour Frame Sign (WINSTON)	456330			25	$ 2.58	$ 64.42
Battery Clock (CAMEL)	456222			6	$24.10	$144.60
CAMEL Waterfall Counter Display	462675			1		$116.85
CAMEL Contra Vision Window Sign	462672			10	$35.90	$359.00
Counter Displays						
System III Counter Display No. 1 (Top Sign and 2 40-Pack Trays)		301	80 pks	1		$ 51.06
System III Counter Display No. 2 (Adj. Enhcd. Top Sign and 2 40-Pack Trays)		304	80 pks	1		$ 59.86
System III Counter Display No. 3 (Top Sign, 1 40-Pack Tray and 1 80-Pack Tray)		332	120 pks	1		$ 52.73
System III Counter Display No. 4 (Adj. Enhcd. Top Sign, 1 40-Pack Tray and 1 80-Pack Tray)		309	120 pks	1		$ 61.56
System III Counter Display No. 5 (Top Sign and 2 80-Pack Trays)		314	160 pks	1		$ 54.43
System III Counter Display No. 6 (Adj. Enhcd. Top Sign and 2 80-Pack Trays)		316	160 pks	1		$ 63.26
System III Small Channel Strip Holder	395265			1		$ 0.28
System III Large Channel Strip Holder	395276			1		$ 1.67
System III 40-Pack Tray	119994		40 pks	1		$ 6.93
System III 80-Pack Tray	179335		80 pks	1		$ 8.63
System III Legs with Connectors	123162			1		$ 2.52
System III Enhanced 40-Pack Tray Kit	463425			1		$ 30.84
System III Curved Lens 40-Pack Tray Enhancement Kit	463413			1		$ 34.10
System III Enhanced 80-Pack Tray Kit	463422			1		$ 31.32
2-Row Gravity-Feed Package Display	409774		40 pks	1		$ 18.46
4-Row Gravity-Feed Package Display	409763		80 pks	1		$ 24.77
PCD 120-Pack Permanent Wire Counter Display	137901		120 pks	6	$ 8.44	$ 50.62
PCD Option No. 1 (40-Pack Add On Tray)	165977		40 pks	10	$ 4.95	$ 49.53
PCD Option No. 2 (140-Pack Conversion Kit)	239848		140 pks	10	$ 3.43	$ 34.29
PCD Option No. 3 (Adjustable Counter Stand)	165985			10	$17.37	$173.66
PCD Option No. 4 (Special Top Sign)	141804			10	$ 3.03	$ 30.26
PPD 8-Tray Kit	466541		120 pks	1		$ 22.19
PPD 9-Tray Kit	466532		135 pks	1		$ 20.58
PPD 12-Tray Kit	466550		180 pks	1		$ 35.75
Floor Displays						
System III Floor Display No. 1 (Top Sign, 2 40-Pack Trays and 2 80-Pack Trays)		319	240 pks	1		$ 79.62
System III Floor Display No. 2 (Adj. Enhcd. Top Sign, 2 40-Pack Trays and 2 80-Pack Trays)		321	240 pks	1		$ 90.13
System III Floor Display No. 3 (Top Sign and 4 80-Pack Trays)		342	320 pks	1		$ 84.70
System III Floor Display No. 4 (Adj. Enhcd. Top Sign and 4 80-Pack Trays)		326	320 pks	1		$ 93.53
System III Floor Display No. 5 (Adj. Enhcd. Top Sign and 2 80-Pack Trays)		329	160 pks	1		$ 74.05
CAMEL Joe's Place Floor Display Kit	459460			1		$ 16.76
Wood Carton Floor Display (5 Cartons Wide)	339121		100 ctns	1		$ 36.45
Topper for Wood Carton Floor Display (9 Packs Wide)	347184		70 pks	10	$ 8.75	$ 87.50
5-Carton Wide, 5-Shelf Modular Floor Display (with pack insert)	402558		70 pks + 100 ctns	1		$ 55.90
MFD Pack Insert Kit	402602		70 pks	4	$ 9.39	$ 37.56
Dimension-4 Corrugated 4-Way Promotional Display	458131		**	1		$ 34.69

*Order through Modular Book Order Entry, Free Standing Unit Order, SPEC Order Type.

**Capacity will change based on configuration used.

***EST. COST – To verify current cost, use function 210 on SMS Ordering System.

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